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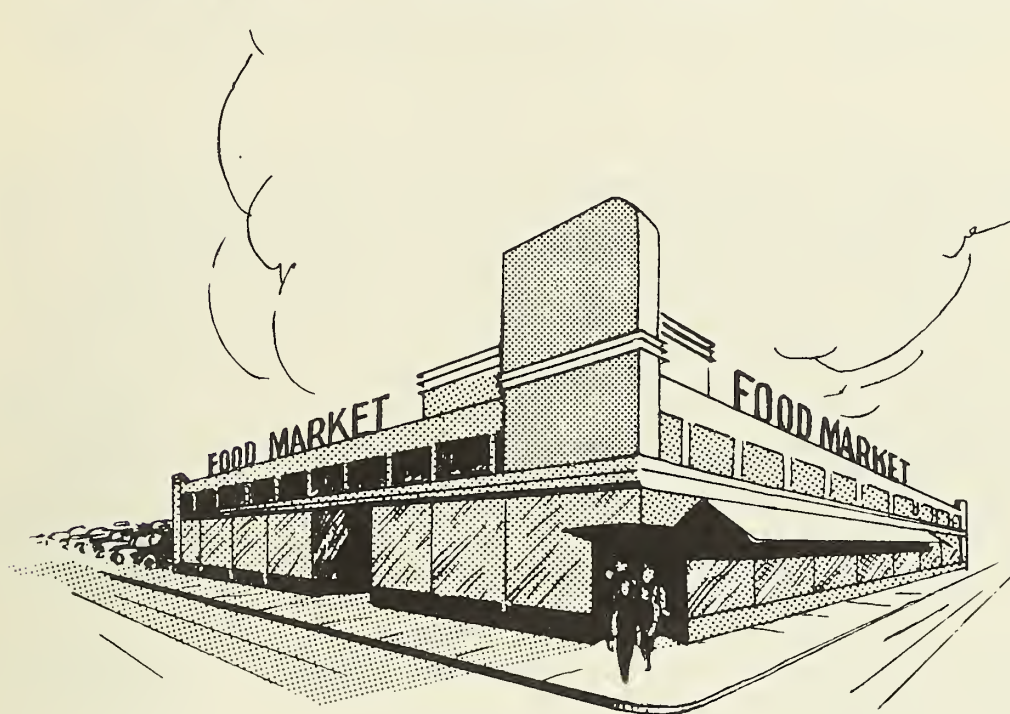
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# *Availability of Selected* **FRUITS and JUICES** *in Retail Food Stores*

.....

AUGUST 1958

.....



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

OCTOBER 1958

## PREFACE

This report summarizes information on availability of certain fresh citrus fruits and canned and frozen juices and ades in retail food stores in the United States during August 1957 and 1958. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits and vegetables. For frozen juices, availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets.

Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948. Because the sample of stores audited in August 1958 was slightly smaller in size and of a different composition than the August 1957 sample, data for August 1957 have been revised to insure comparability between the two periods. As a result of this revision, data previously published for August 1957 may vary slightly from those contained in this report.

Data on availability of these fruit and juice products were obtained from a national sample of approximately 1,700 retail stores distributed among the 5 regions indicated in figure 1 and the 3 cities New York, Chicago, and Los Angeles. The sample of retail food stores surveyed was designed to yield an expected 255 retail food stores in the Northeast region, 298 in the North Central region, 228 in the Southern region, 231 in the Mountain-Southwest region, and 182 in the Pacific region; plus 178 retail food stores in New York City, 169 in Los Angeles, and 127 in Chicago. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act of 1946.

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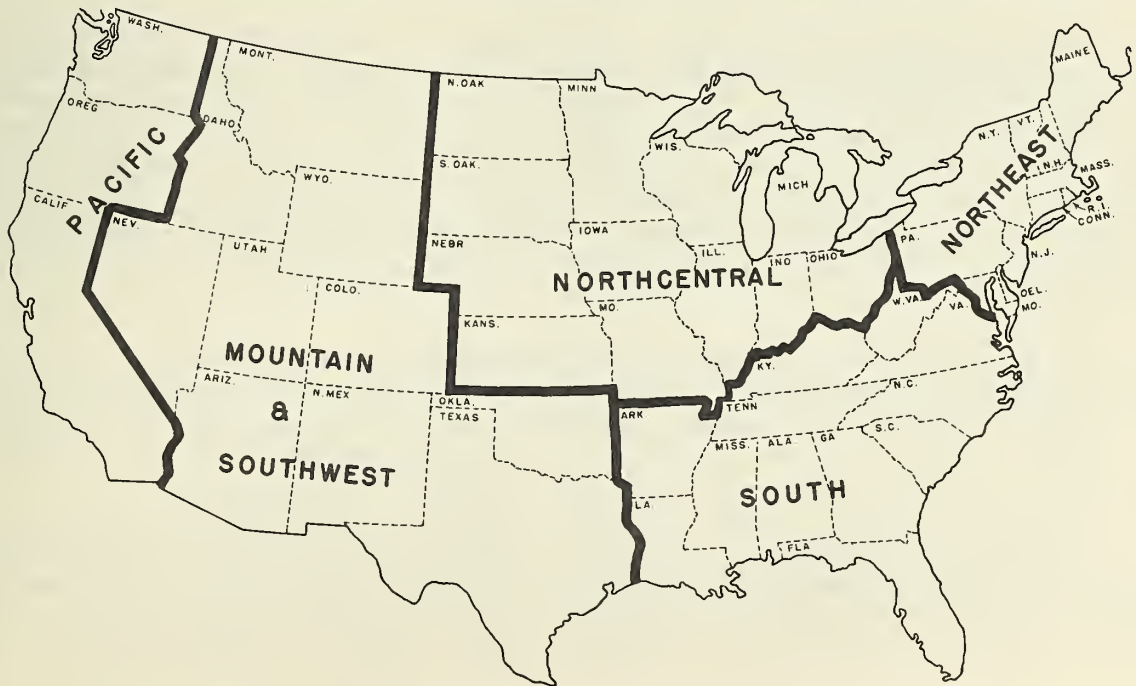
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**Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.**





FRUITS AND JUICES  
AVAILABILITY IN RETAIL FOOD STORES

AUGUST 1958

SUMMARY

A below average orange crop during the 1957-58 season and higher prices than a year earlier appear to have been factors contributing to a moderate decline from August 1957 in the proportion of United States retail food stores offering frozen concentrated orange juice in August 1958. Frozen concentrated grapefruit juice and frozen concentrate for orangeade appear to have been favorably influenced by the smaller orange crop this season.

Chilled orange juice continued to be stocked by more of the Nation's retail food stores in August 1958, than a year earlier, but availability of fresh oranges was lower, reflecting a short supply.

Overall, availability of canned single-strength juices in August 1958 was either unchanged or slightly higher than during August a year earlier. Moderate to substantial gains, however, in the proportion of Mountain-Southwest stores stocking was noted for almost all single-strength juice.

There was a slight drop from August 1957 in proportion of stores stocking frozen concentrate for lemonade. However, improved availability for fresh lemons was noted.

FROZEN JUICES, REFRIGERATED JUICES AND ADES

Orange Concentrate: Frozen concentrated orange juice could be purchased in 69 percent of all U. S. retail food stores in August 1958 compared with 72 percent in August 1957. This drop in availability reflected a decline in the proportion of small stores stocking the product, as availability in stores with \$100,000 or over annual volume of business was almost unchanged. Although availability held at about the same level as a year earlier in large stores, it was found to be slightly less in national chain stores and in independent food stores. The proportion of regional chains stocking was up slightly from August 1957.

The proportion of stores stocking frozen orange concentrate was down from August 1957 in all geographic regions. The Pacific region continued to have the highest proportion of stores stocking. Lower availability was reported for stores in New York City and Chicago, but a slightly larger proportion of Los Angeles stores stocked the product in August 1958 (table 2).

Grapefruit Concentrate: Consumers could purchase frozen concentrated grapefruit juice in 34 percent of all U. S. food stores and in 43 percent of stores equipped with freezer cabinets in August 1958--a higher level of availability in both instances than in August 1957. Improved availability was noted

in both small and large stores, but there continued to be a wide range in level of availability by size of store, ranging from only 15 percent in stores with under \$50,000 annual volume of business to 76 percent in stores with over \$300,000 annual volume of business. A marked improvement was noted in proportion of regional chains stocking the product. Increased availability was shown in all geographic regions with the most substantial increases in proportion of stores stocking occurring in the Mountain-Southwest and Pacific regions (table 2).

Single-Strength Lemon Juice: The proportion of stores stocking frozen single-strength lemon juice in August 1958 was almost unchanged from August a year earlier. Increased availability in the South, Pacific, and Mountain-Southwest regions almost offset slightly lower availability in the Northeast and North Central regions. Similarly, improvement in availability was indicated in national and regional chains, offsetting slightly lower availability in independent food stores (table 3).

Chilled Orange Juice: This product continued to gain wider distribution in the Nation's retail food stores in August 1958, being stocked by 44 percent of all stores compared with 39 percent in August 1957. The relatively high level of availability in stores with \$300,000 and over annual volume of business noted in August 1957 was only slightly improved in August 1958, but the proportion of smaller stores stocking was up substantially.

Improved availability of chilled orange juice compared with August 1957 was found in all regions except the Pacific, where availability was slightly lower. Despite this slight drop in proportion of stores handling, the Pacific region continued to show a high level of availability being equalled only by the Northeast region where 52 percent of stores stocked. Ninety percent of Los Angeles food stores, 87 percent of Chicago stores, and 75 percent of New York City stores stocked chilled orange juice in August 1958 (table 3).

Lemonade Concentrate: In August 1958, frozen concentrated lemonade was stocked by a slightly smaller proportion of all retail food stores, as well as stores with freezer cabinets, than in August 1957. Availability was lower in stores with \$300,000 and over annual volume, but the drop from 66 percent of all stores stocking in August 1957 to 64 percent in August 1958 appears to have been primarily the result of lower availability of the product in stores having under \$50,000 annual volume of business. Improved availability in regional chains failed to offset the drop in proportion of independent food stores and national chains stocking the product. Availability of frozen concentrated lemonade continued to be substantially higher in the Pacific than in other geographic regions although lower availability in all regions except the Mountain-Southwest was evidenced by the August 1958 audit. The proportion of Mountain-Southwest stores stocking rose from 65 percent in August 1957 to 70 percent in August 1958 (table 4).

Orangeade Concentrate: Shoppers could buy frozen concentrate for orangeade in 14 percent of all retail food stores in August 1958 compared with 10 percent in August a year earlier. Wider distribution of the product was evidenced for all size stores in August 1958, with sizeable increases in the



proportion of large stores stocking. Eighteen percent of stores equipped with freezer cabinets stocked the product. Frozen concentrate for orangeade was handled by 52 percent of all national chain stores and 45 percent of regional chains in August 1958 compared with 17 and 28 percent, respectively, in August 1957. The proportion of independent food stores stocking rose from 9 to 12 percent. Improved availability was noted in all geographic regions, with the proportion of stores in the Pacific and Mountain-Southwest regions stocking more than doubling that in August 1957 (table 4).

Limeade Concentrate: The proportion of U. S. stores offering frozen concentrate for limeade during August 1958 was unchanged from August 1957. Improved availability was shown for both national and regional chains, but lower availability was shown for independent food stores. Regionally, availability was unchanged or lower except in the Mountain-Southwest where 41 percent of stores handled the product in August 1958 compared with 27 percent in August 1957 (table 4).

Shelf-Pack Concentrates: Shelf-pack concentrate for orangeade was offered by 28 percent of all U. S. retail food stores in August 1958 compared with 24 percent a year earlier. Availability of the product was improved in stores of each size classification and for both chains and independents. Wider distribution of the product was indicated in all geographic regions with the Pacific region having the highest level of availability (table 5).

A larger proportion of U. S. retail food stores stocked shelf-pack concentrate for lemonade in August 1958 than in August 1957. The increase in proportion of all stores stocking, however, reflected improved distribution only in independent food stores. The proportion of stores with \$300,000 and over annual volume of business and national and regional chain stores stocking shelf-pack concentrate for lemonade, was lower than in August 1957. Regionally, the outstanding changes in availability of the product occurred in the South where 12 percent of stores stocked in August 1958 compared with 5 percent in August 1957 (table 5).

Canned Orangeade: Availability of canned single-strength orangeade in August 1958, was down somewhat from August a year earlier. A marked improvement of availability in national chains was evidenced, but a drop in proportion of regional chains and independent food stores more than offset this gain. Increased availability was noted in stores in the Pacific region while the proportion of stores stocking was unchanged or lower in all other regions (table 5).

#### CANNED JUICES AND FRUIT

Orange Juice: Canned single-strength orange juice was stocked by 92 percent of all food stores in August 1958, the same as in August 1957. Orange juice continued to be almost universally handled by chain food stores and 91 percent of the independent food stores handled the product in August 1958. In the Mountain-Southwest region where availability was lowest with



85 percent of stores stocking in August 1957, the proportion of stores stocking rose to 94 percent in August 1958, while a drop in availability was noted in the South (table 6).

Grapefruit Juice: With 89 percent of all stores stocking canned single-strength grapefruit juice in both August 1957 and 1958, changes in levels of availability were restricted primarily to the geographic regions. Declines, compared with August 1957, in the proportion of stores stocking were found in the Northeast, North Central, and Pacific regions. Offsetting those declines were gains in the proportion of stores stocking in the South and Mountain-Southwest regions, with the Mountain-Southwest region showing the most significant change from August 1957 (table 6).

Tomato Juice: Tomato juice continued to be more readily available to consumers in August 1958 than any other juice audited. There were no important changes in level of availability either by size of store or type of management. A larger proportion of stores stocking in the Northeast and Mountain-Southwest regions was offset by a drop in proportion of stores stocking in the South. As a result, the level of availability for all stores--94 percent--was maintained in both August 1957 and 1958 (table 6).

Prune Juice: As a result of slightly improved availability in small stores (under \$50,000 annual volume of business), and in independent food stores, the proportion of all retail food stores stocking canned prune juice was up slightly in August 1958 from August a year earlier. In the Mountain-Southwest region, there was a substantial improvement in availability of prune juice and other single-strength juices. Only slight changes in level of availability were noted in other regions (table 6).

Lemon Juice: A rise from 57 percent to 59 percent of stores stocking canned single-strength lemon juice in August 1957 was shown in the August 1958 audit of a national sample of retail food stores. Increased availability of the product in independent food stores was responsible for this higher overall level of availability. Audit data evidenced little change in proportion of stores stocking lemon juice in the 5-1/2 - 6-ounce container, but increased availability was shown for other can sizes. Improved availability was noted in all regions except the North Central, where proportion of stores stocking was unchanged from August 1957. The greatest improvement in availability was noted in the Mountain-Southwest region (table 7).

Canned Grapefruit Sections: Canned grapefruit sections were handled by the same proportion--65 percent--of retail food stores in August 1958 as in August 1957. The proportion of regional chains offering grapefruit sections was up from a year earlier, but this increase was not of sufficient magnitude to result in increased overall availability. Regionally, there were only slight changes from August 1957 in proportion of stores stocking. Improved availability, however, was noted in the 3 cities--New York, Chicago, and Los Angeles--in which audits were made in August 1958 (table 6).

# FRESH CITRUS

Fresh Oranges: With supplies seasonally low and a substantial reduction in the 1957-58 orange crop, fresh oranges were stocked by fewer stores in August 1958, than in February 1958 or August 1957. Fresh oranges could be purchased in 74 percent of all retail food stores and in 87 percent of stores customarily handling fresh fruits and vegetables in August 1958, compared with 78 percent and 92 percent, respectively, in August 1957. Declines in availability were noted in all size groups for which data were classified. Regionally, changes in level of availability were small except in the South where only 43 percent of stores stocked in August 1958, compared with 53 percent in August a year earlier (table 8).

Fresh Lemons: The almost 100 percent level of availability of fresh lemons in chain food outlets was maintained in August 1958, and, as a result of improved availability in independent food stores, consumers could buy lemons in 89 percent of all stores in August 1958, compared with 87 percent in August 1957. The wide retail distribution that prevailed for lemons is reflected in the 98 percent of all stores customarily stocking fresh fruits and vegetables that had this fruit on hand during the August 1958 audit. In the Northeast, where proportion of stores stocking was the lowest of all regions, 86 percent of all stores and 97 percent of those customarily stocking fresh fruit and vegetables offered fresh lemons in August 1958 (table 9).

Table 1.--Fruits and juices: Percentage of retail food stores having specified products available, August 1957 and August 1958

| Products                         | August  |         |
|----------------------------------|---------|---------|
|                                  | 1957    | 1958    |
|                                  | Percent | Percent |
| Frozen concentrated juices:      |         |         |
| Orange.....                      | 72      | 69      |
| Grapefruit.....                  | 30      | 34      |
| Lemon 1/.....                    | 19      | 18      |
| Chilled juice:                   |         |         |
| Orange.....                      | 39      | 44      |
| Frozen concentrate for ades:     |         |         |
| Lemonade.....                    | 66      | 64      |
| Orangeade.....                   | 10      | 14      |
| Limeade.....                     | 26      | 26      |
| Shelf-pack concentrate for ades: |         |         |
| Orangeade.....                   | 25      | 28      |
| Lemonade.....                    | 24      | 27      |
| Canned single-strength ade:      |         |         |
| Orangeade.....                   | 42      | 38      |
| Canned single-strength juices:   |         |         |
| Orange.....                      | 92      | 92      |
| Grapefruit.....                  | 89      | 89      |
| Lemon.....                       | 57      | 59      |
| Prune.....                       | 83      | 84      |
| Tomato.....                      | 94      | 94      |
| Canned fruit:                    |         |         |
| Grapefruit sections.....         | 65      | 65      |
| Fresh fruits:                    |         |         |
| Oranges.....                     | 78      | 74      |
| Lemons.....                      | 87      | 89      |

1/ Frozen single-strength juice.



Table 2.--Frozen concentrated juices: Percentage of retail food stores having specified products available, by store classification and location, August 1957 and August 1958

| Store classification and location        | Frozen concentrated orange juice |         |                              |         | Frozen concentrated grapefruit juice |         |                              |         |
|--|----------------------------------|---------|------------------------------|---------|--------------------------------------|---------|------------------------------|---------|
|  | All stores                       |         | Stores with freezer cabinets |         | All stores                           |         | Stores with freezer cabinets |         |
|  | August                           |         | August                       |         | August                               |         | August                       |         |
|  | 1957                             | 1958    | 1957                         | 1958    | 1957                                 | 1958    | 1957                         | 1958    |
|  | Percent                          | Percent | Percent                      | Percent | Percent                              | Percent | Percent                      | Percent |
| U. S. total.....                         | 72                               | 69      | 90                           | 87      | 30                                   | 34      | 37                           | 43      |
| Volume of store business annually:       |                                  |         |                              |         |                                      |         |                              |         |
| Under \$50,000.....                      | 53                               | 48      | 82                           | 76      | 13                                   | 15      | 21                           | 24      |
| \$50,000-\$99,999.....                   | 89                               | 86      | 95                           | 91      | 37                                   | 41      | 39                           | 43      |
| \$100,000-\$299,999.....                 | 95                               | 96      | 95                           | 97      | 49                                   | 57      | 49                           | 58      |
| \$300,000 and over.....                  | 100                              | 99      | 100                          | 100     | 66                                   | 76      | 66                           | 76      |
| Type of store management:                |                                  |         |                              |         |                                      |         |                              |         |
| National chains.....                     | 100                              | 97      | 100                          | 97      | 60                                   | 66      | 60                           | 66      |
| Regional chains 1/.....                  | 98                               | 99      | 98                           | 99      | 60                                   | 73      | 60                           | 73      |
| Independent groceries.....               | 70                               | 67      | 89                           | 86      | 27                                   | 31      | 35                           | 40      |
| Store location by city size, population: |                                  |         |                              |         |                                      |         |                              |         |
| Under 10,000 2/.....                     | 62                               | 61      | 86                           | 83      | 23                                   | 24      | 32                           | 33      |
| 10,000-99,999.....                       | 78                               | 77      | 90                           | 94      | 36                                   | 45      | 42                           | 55      |
| 100,000-499,999.....                     | 88                               | 75      | 97                           | 85      | 39                                   | 43      | 43                           | 48      |
| 500,000 and over.....                    | 79                               | 77      | 93                           | 89      | 32                                   | 40      | 38                           | 46      |
| Store location by region or city 3/:     |                                  |         |                              |         |                                      |         |                              |         |
| Northeast.....                           | 80                               | 76      | 95                           | 90      | 41                                   | 44      | 48                           | 52      |
| North Central.....                       | 83                               | 78      | 92                           | 89      | 33                                   | 35      | 36                           | 40      |
| South.....                               | 50                               | 49      | 81                           | 79      | 16                                   | 20      | 25                           | 32      |
| Mountain-Southwest.....                  | 74                               | 72      | 88                           | 91      | 30                                   | 39      | 36                           | 49      |
| Pacific.....                             | 91                               | 87      | 95                           | 95      | 29                                   | 38      | 30                           | 41      |
| New York City.....                       | 70                               | 68      | 94                           | 76      | 42                                   | 42      | 56                           | 47      |
| Chicago.....                             | 87                               | 81      | 96                           | 92      | 28                                   | 34      | 31                           | 39      |
| Los Angeles.....                         | 88                               | 90      | 93                           | 95      | 36                                   | 43      | 38                           | 45      |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 3.--Frozen and refrigerated single-strength juices: Percentage of retail food stores having specified products available, by store classification and location, August 1957 and August 1958

| Store classification and location        | Frozen single-strength lemon juice |         |                              |         | Chilled orange juice |         |
|--|------------------------------------|---------|------------------------------|---------|----------------------|---------|
|  | All stores                         |         | Stores with freezer cabinets |         | August               |         |
|  | August                             |         | August                       |         | August               |         |
|  | 1957                               | 1958    | 1957                         | 1958    | 1957                 | 1958    |
|  | Percent                            | Percent | Percent                      | Percent | Percent              | Percent |
| U. S. total.....                         | 19                                 | 18      | 23                           | 23      | 39                   | 44      |
| Volume of store business annually:       |                                    |         |                              |         |                      |         |
| Under \$50,000.....                      | 11                                 | 9       | 17                           | 14      | 27                   | 33      |
| \$50,000-\$99,999.....                   | 22                                 | 24      | 24                           | 25      | 46                   | 56      |
| \$100,000-\$299,999.....                 | 24                                 | 27      | 24                           | 27      | 49                   | 53      |
| \$300,000 and over.....                  | 41                                 | 39      | 41                           | 39      | 66                   | 67      |
| Type of store management:                |                                    |         |                              |         |                      |         |
| National chains.....                     | 20                                 | 21      | 20                           | 21      | 64                   | 62      |
| Regional chains 1/.....                  | 31                                 | 32      | 31                           | 32      | 66                   | 70      |
| Independent groceries.....               | 18                                 | 17      | 23                           | 22      | 36                   | 42      |
| Store location by city size, population: |                                    |         |                              |         |                      |         |
| Under 10,000 2/.....                     | 16                                 | 16      | 23                           | 22      | 30                   | 33      |
| 10,000-99,999.....                       | 21                                 | 23      | 25                           | 28      | 41                   | 49      |
| 100,000-499,999.....                     | 19                                 | 18      | 21                           | 20      | 45                   | 53      |
| 500,000 and over.....                    | 21                                 | 19      | 24                           | 22      | 51                   | 60      |
| Store location by region or city 3/:     |                                    |         |                              |         |                      |         |
| Northeast.....                           | 25                                 | 24      | 29                           | 28      | 47                   | 52      |
| North Central.....                       | 23                                 | 19      | 26                           | 22      | 27                   | 39      |
| South.....                               | 11                                 | 13      | 18                           | 21      | 31                   | 34      |
| Mountain-Southwest.....                  | 21                                 | 25      | 25                           | 32      | 25                   | 32      |
| Pacific.....                             | 17                                 | 19      | 18                           | 20      | 54                   | 52      |
| New York City.....                       | 18                                 | 14      | 24                           | 16      | 75                   | 75      |
| Chicago.....                             | 5                                  | 6       | 6                            | 7       | 84                   | 87      |
| Los Angeles.....                         | 6                                  | 5       | 7                            | 6       | 84                   | 90      |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.



Table 4.--Frozen concentrated ades: Percentage of retail food stores having specified products available, by store classification and location, August 1957 and August 1958

| Store classification and location        | Lemonade   |      |                              |      | Orangeade  |      |                              |      | Limeade    |      |                              |      |
|--|------------|------|------------------------------|------|------------|------|------------------------------|------|------------|------|------------------------------|------|
|  | All stores |      | Stores with freezer cabinets |      | All stores |      | Stores with freezer cabinets |      | All stores |      | Stores with freezer cabinets |      |
|  | August     |      | August                       |      | August     |      | August                       |      | August     |      | August                       |      |
|  | 1957       | 1958 | 1957                         | 1958 | 1957       | 1958 | 1957                         | 1958 | 1957       | 1958 | 1957                         | 1958 |
|  | Pct.       | Pct. | Pct.                         | Pct. | Pct.       | Pct. | Pct.                         | Pct. | Pct.       | Pct. | Pct.                         | Pct. |
| U. S. total.....                         | 66         | 64   | 82                           | 80   | 10         | 14   | 13                           | 18   | 26         | 26   | 33                           | 32   |
| Volume of store business annually:       |            |      |                              |      |            |      |                              |      |            |      |                              |      |
| Under \$50,000.....                      | 46         | 42   | 71                           | 66   | 4          | 5    | 7                            | 8    | 11         | 11   | 17                           | 18   |
| \$50,000-\$99,999.....                   | 82         | 84   | 87                           | 88   | 11         | 12   | 12                           | 13   | 30         | 27   | 31                           | 28   |
| \$100,000-\$299,999.....                 | 88         | 88   | 89                           | 89   | 14         | 25   | 14                           | 25   | 45         | 45   | 45                           | 46   |
| \$300,000 and over.....                  | 99         | 97   | 99                           | 97   | 29         | 46   | 29                           | 46   | 66         | 65   | 66                           | 65   |
| Type of store management:                |            |      |                              |      |            |      |                              |      |            |      |                              |      |
| National chains.....                     | 98         | 96   | 98                           | 96   | 17         | 52   | 17                           | 52   | 51         | 63   | 51                           | 63   |
| Regional chains 1/.....                  | 95         | 96   | 95                           | 96   | 28         | 45   | 28                           | 45   | 62         | 68   | 62                           | 68   |
| Independent groceries.....               | 63         | 61   | 81                           | 78   | 9          | 12   | 11                           | 15   | 24         | 22   | 30                           | 29   |
| Store location by city size, population: |            |      |                              |      |            |      |                              |      |            |      |                              |      |
| Under 10,000 2/.....                     | 56         | 54   | 77                           | 75   | 8          | 11   | 11                           | 15   | 18         | 22   | 26                           | 30   |
| 10,000-99,999.....                       | 74         | 74   | 85                           | 90   | 13         | 18   | 15                           | 22   | 36         | 35   | 41                           | 43   |
| 100,000-499,999.....                     | 77         | 70   | 85                           | 79   | 12         | 18   | 13                           | 21   | 35         | 27   | 39                           | 31   |
| 500,000 and over.....                    | 74         | 71   | 87                           | 81   | 11         | 15   | 13                           | 18   | 29         | 23   | 34                           | 27   |
| Store location by region or city 3/:     |            |      |                              |      |            |      |                              |      |            |      |                              |      |
| Northeast.....                           | 76         | 70   | 90                           | 83   | 14         | 15   | 17                           | 18   | 30         | 28   | 35                           | 33   |
| North Central.....                       | 75         | 74   | 83                           | 85   | 13         | 17   | 14                           | 19   | 32         | 27   | 35                           | 31   |
| South.....                               | 44         | 40   | 70                           | 63   | 6          | 9    | 10                           | 15   | 16         | 16   | 26                           | 26   |
| Mountain-Southwest.....                  | 65         | 70   | 77                           | 88   | 5          | 15   | 6                            | 19   | 27         | 41   | 33                           | 51   |
| Pacific.....                             | 84         | 83   | 88                           | 91   | 4          | 10   | 5                            | 11   | 32         | 30   | 33                           | 33   |
| New York City.....                       | 62         | 65   | 83                           | 73   | 24         | 29   | 32                           | 32   | 23         | 19   | 30                           | 21   |
| Chicago.....                             | 88         | 85   | 97                           | 96   | 6          | 10   | 7                            | 11   | 39         | 31   | 43                           | 35   |
| Los Angeles.....                         | 86         | 88   | 91                           | 93   | 3          | 20   | 3                            | 21   | 33         | 38   | 35                           | 40   |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 5.--Shelf-pack ades: Percentage of retail food stores having specified products available, by store classification and location, August 1957 and August 1958

| Store classification and location        | Concentrate for |         |          |         | Canned single-strength orangeade |         |         |         |
|--|-----------------|---------|----------|---------|----------------------------------|---------|---------|---------|
|  | Orangeade       |         | Lemonade |         | August                           |         | August  |         |
|  | August          |         | August   |         | August                           |         | August  |         |
|  | 1957            | 1958    | 1957     | 1958    | 1957                             | 1958    | 1957    | 1958    |
|  | Percent         | Percent | Percent  | Percent | Percent                          | Percent | Percent | Percent |
| U. S. total.....                         | 24              | 28      | 25       | 27      | 42                               | 38      |         |         |
| Volume of store business annually:       |                 |         |          |         |                                  |         |         |         |
| Under \$50,000.....                      | 13              | 16      | 13       | 17      | 28                               | 23      |         |         |
| \$50,000-\$99,999.....                   | 27              | 30      | 27       | 27      | 40                               | 40      |         |         |
| \$100,000-\$299,999.....                 | 38              | 42      | 36       | 38      | 66                               | 58      |         |         |
| \$300,000 and over.....                  | 56              | 63      | 58       | 54      | 78                               | 80      |         |         |
| Type of store management:                |                 |         |          |         |                                  |         |         |         |
| National chains.....                     | 59              | 76      | 55       | 44      | 69                               | 85      |         |         |
| Regional chains 1/.....                  | 59              | 62      | 60       | 55      | 85                               | 79      |         |         |
| Independent groceries.....               | 22              | 25      | 22       | 24      | 39                               | 35      |         |         |
| Store location by city size, population: |                 |         |          |         |                                  |         |         |         |
| Under 10,000 2/.....                     | 23              | 28      | 22       | 24      | 38                               | 37      |         |         |
| 10,000-99,999.....                       | 30              | 29      | 28       | 34      | 53                               | 48      |         |         |
| 100,000-499,999.....                     | 32              | 33      | 32       | 29      | 46                               | 40      |         |         |
| 500,000 and over.....                    | 18              | 24      | 22       | 23      | 38                               | 29      |         |         |
| Store location by region or city 3/:     |                 |         |          |         |                                  |         |         |         |
| Northeast.....                           | 34              | 36      | 39       | 40      | 45                               | 38      |         |         |
| North Central.....                       | 28              | 34      | 31       | 32      | 46                               | 38      |         |         |
| South.....                               | 9               | 12      | 5        | 12      | 31                               | 31      |         |         |
| Mountain-Southwest.....                  | 20              | 25      | 18       | 17      | 60                               | 51      |         |         |
| Pacific.....                             | 45              | 50      | 44       | 42      | 42                               | 50      |         |         |
| New York City.....                       | 31              | 31      | 29       | 25      | 41                               | 30      |         |         |
| Chicago.....                             | 10              | 16      | 7        | 10      | 38                               | 45      |         |         |
| Los Angeles.....                         | 45              | 48      | 36       | 34      | 38                               | 54      |         |         |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 6.--Canned single-strength juices and grapefruit sections: Percentage of retail food stores having specified product available, by store classification and location, August 1957 and August 1958

| Store classification and location        | Orange  |         | Grapefruit |         | Tomato  |         | Prune   |         | Grapefruit sections |         |
|--|---------|---------|------------|---------|---------|---------|---------|---------|---------------------|---------|
|  | August  |         | August     |         | August  |         | August  |         | August              |         |
|  | 1957    | 1958    | 1957       | 1958    | 1957    | 1958    | 1957    | 1958    | 1957                | 1958    |
|  | Percent | Percent | Percent    | Percent | Percent | Percent | Percent | Percent | Percent             | Percent |
| U. S. total.....                         | 92      | 92      | 89         | 89      | 94      | 94      | 83      | 84      | 65                  | 65      |
| Volume of store business annually:       |         |         |            |         |         |         |         |         |                     |         |
| Under \$50,000.....                      | 87      | 87      | 82         | 83      | 91      | 90      | 71      | 74      | 47                  | 47      |
| \$50,000-\$99,999.....                   | 95      | 93      | 96         | 94      | 97      | 99      | 92      | 92      | 77                  | 76      |
| \$100,000-\$299,999.....                 | 98      | 99      | 98         | 97      | 99      | 99      | 98      | 98      | 89                  | 90      |
| \$300,000 and over.....                  | 99      | 100     | 99         | 100     | 100     | 99      | 100     | 100     | 96                  | 97      |
| Type of store management:                |         |         |            |         |         |         |         |         |                     |         |
| National chains.....                     | 100     | 100     | 95         | 95      | 100     | 100     | 100     | 100     | 100                 | 100     |
| Regional chains 1/.....                  | 99      | 99      | 99         | 99      | 99      | 99      | 99      | 99      | 91                  | 96      |
| Independent groceries.....               | 91      | 91      | 88         | 89      | 94      | 94      | 81      | 83      | 63                  | 63      |
| Store location by city size, population: |         |         |            |         |         |         |         |         |                     |         |
| Under 10,000 2/.....                     | 90      | 90      | 87         | 87      | 94      | 94      | 79      | 80      | 58                  | 57      |
| 10,000-99,999.....                       | 95      | 94      | 91         | 92      | 96      | 96      | 84      | 87      | 71                  | 73      |
| 100,000-499,999.....                     | 92      | 93      | 93         | 89      | 97      | 94      | 91      | 87      | 76                  | 74      |
| 500,000 and over.....                    | 93      | 91      | 90         | 92      | 92      | 94      | 85      | 88      | 69                  | 71      |
| Store location by region or city 3/:     |         |         |            |         |         |         |         |         |                     |         |
| Northeast.....                           | 94      | 96      | 96         | 94      | 96      | 99      | 94      | 95      | 83                  | 82      |
| North Central.....                       | 93      | 92      | 89         | 88      | 97      | 97      | 86      | 88      | 79                  | 80      |
| South.....                               | 92      | 88      | 83         | 85      | 92      | 89      | 69      | 68      | 38                  | 37      |
| Mountain-Southwest.....                  | 85      | 94      | 88         | 94      | 93      | 98      | 77      | 87      | 51                  | 52      |
| Pacific.....                             | 97      | 95      | 98         | 94      | 97      | 97      | 96      | 94      | 87                  | 87      |
| New York City.....                       | 80      | 78      | 80         | 80      | 82      | 83      | 79      | 80      | 69                  | 72      |
| Chicago.....                             | 93      | 93      | 92         | 95      | 98      | 93      | 94      | 91      | 73                  | 77      |
| Los Angeles.....                         | 99      | 97      | 99         | 100     | 100     | 100     | 97      | 95      | 70                  | 77      |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 7.--Canned single-strength lemon juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1957 and August 1958

| Store classification and location        | 5-1/2 - 6-ounce can |         | Other 1/ |         | Total   |         |
|--|---------------------|---------|----------|---------|---------|---------|
|  | August              |         | August   |         | August  |         |
|  | 1957                | 1958    | 1957     | 1958    | 1957    | 1958    |
|  | Percent             | Percent | Percent  | Percent | Percent | Percent |
| U. S. total.....                         | 29                  | 28      | 42       | 46      | 57      | 59      |
| Volume of store business annually:       |                     |         |          |         |         |         |
| Under \$50,000.....                      | 16                  | 17      | 27       | 26      | 40      | 38      |
| \$50,000-\$99,999.....                   | 33                  | 28      | 46       | 56      | 65      | 72      |
| \$100,000-\$299,999.....                 | 42                  | 40      | 64       | 71      | 83      | 87      |
| \$300,000 and over.....                  | 65                  | 61      | 75       | 85      | 92      | 94      |
| Type of store management:                |                     |         |          |         |         |         |
| National chains.....                     | 70                  | 77      | 83       | 84      | 97      | 96      |
| Regional chains 2/.....                  | 64                  | 59      | 76       | 82      | 92      | 91      |
| Independent groceries.....               | 26                  | 25      | 39       | 43      | 54      | 56      |
| Store location by city size, population: |                     |         |          |         |         |         |
| Under 10,000 3/.....                     | 21                  | 19      | 35       | 37      | 47      | 47      |
| 10,000-99,999.....                       | 36                  | 35      | 50       | 49      | 66      | 64      |
| 100,000-499,999.....                     | 47                  | 45      | 43       | 47      | 66      | 69      |
| 500,000 and over.....                    | 29                  | 29      | 50       | 61      | 66      | 74      |
| Store location by region or city 4/:     |                     |         |          |         |         |         |
| Northeast.....                           | 34                  | 33      | 50       | 55      | 68      | 70      |
| North Central.....                       | 27                  | 29      | 54       | 57      | 69      | 69      |
| South.....                               | 9                   | 9       | 21       | 22      | 26      | 28      |
| Mountain-Southwest.....                  | 43                  | 38      | 33       | 43      | 58      | 65      |
| Pacific.....                             | 68                  | 71      | 39       | 43      | 83      | 86      |
| New York City.....                       | 41                  | 22      | 60       | 65      | 68      | 69      |
| Chicago.....                             | 3                   | 9       | 96       | 89      | 97      | 91      |
| Los Angeles.....                         | 85                  | 83      | 58       | 64      | 92      | 94      |

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 8.--Fresh oranges: Percentage of retail food stores having oranges available, by store classification and location, August 1957 and August 1958

| Store classification and location        | All stores |         | Stores customarily handling fresh fruits and vegetables |         |
|--|------------|---------|---|---------|
|  | August     |         | August  |         |
|  | 1957       | 1958    | 1957  | 1958    |
|  | Percent    | Percent | Percent   | Percent |
| U. S. total.....                         | 78         | 74      | 92  | 87      |
| Volume of store business annually:       |            |         |   |         |
| Under \$50,000.....                      | 64         | 60      | 85  | 80      |
| \$50,000-\$99,999.....                   | 88         | 85      | 95  | 89      |
| \$100,000-\$299,999.....                 | 96         | 93      | 98  | 96      |
| \$300,000 and over.....                  | 98         | 96      | 99  | 97      |
| Type of store management:                |            |         |   |         |
| National chains.....                     | 100        | 100     | 100   | 100     |
| Regional chains 1/.....                  | 97         | 96      | 98  | 97      |
| Independent groceries.....               | 76         | 73      | 91  | 86      |
| Store location by city size, population: |            |         |   |         |
| Under 10,000 2/.....                     | 69         | 65      | 86  | 79      |
| 10,000-99,999.....                       | 87         | 85      | 94  | 93      |
| 100,000-499,999.....                     | 89         | 92      | 96  | 97      |
| 500,000 and over.....                    | 80         | 74      | 98  | 92      |
| Store location by region or city 3/:     |            |         |   |         |
| Northeast.....                           | 82         | 84      | 96  | 96      |
| North Central.....                       | 94         | 93      | 98  | 98      |
| South.....                               | 53         | 43      | 72  | 61      |
| Mountain-Southwest.....                  | 85         | 83      | 98  | 91      |
| Pacific.....                             | 96         | 96      | 98  | 99      |
| New York City.....                       | 64         | 58      | 98  | 89      |
| Chicago.....                             | 89         | 85      | 96  | 93      |
| Los Angeles.....                         | 92         | 90      | 100   | 99      |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 9.--Fresh lemons: Percentage of retail food stores having lemons available, by store classification and location, August 1957 and August 1958

| Store classification and location        | All stores |         | Stores customarily handling fresh fruits and vegetables |         |
|--|------------|---------|---|---------|
|  | August     |         | August  |         |
|  | 1957       | 1958    | 1957  | 1958    |
|  | Percent    | Percent | Percent   | Percent |
| U. S. total.....                         | 87         | 89      | 97  | 98      |
| Volume of store business annually:       |            |         |   |         |
| Under \$50,000.....                      | 80         | 82      | 94  | 96      |
| \$50,000-\$99,999.....                   | 91         | 96      | 97  | 99      |
| \$100,000-\$299,999.....                 | 98         | 97      | 100   | 99      |
| \$300,000 and over.....                  | 99         | 99      | 100   | 100     |
| Type of store management:                |            |         |   |         |
| National chains.....                     | 100        | 100     | 100   | 100     |
| Regional chains 1/.....                  | 100        | 99      | 100   | 100     |
| Independent groceries.....               | 86         | 88      | 97  | 98      |
| Store location by city size, population: |            |         |   |         |
| Under 10,000 2/.....                     | 86         | 88      | 96  | 97      |
| 10,000-99,999.....                       | 90         | 92      | 98  | 100     |
| 100,000-499,999.....                     | 92         | 98      | 98  | 99      |
| 500,000 and over.....                    | 83         | 84      | 97  | 98      |
| Store location by region or city 3/:     |            |         |   |         |
| Northeast.....                           | 82         | 86      | 96  | 97      |
| North Central.....                       | 92         | 93      | 97  | 99      |
| South.....                               | 86         | 89      | 96  | 98      |
| Mountain-Southwest.....                  | 92         | 91      | 98  | 98      |
| Pacific.....                             | 96         | 96      | 99  | 100     |
| New York City.....                       | 68         | 68      | 98  | 99      |
| Chicago.....                             | 93         | 90      | 98  | 97      |
| Los Angeles.....                         | 91         | 93      | 98  | 100     |

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.